

November 2010

Director of Outreach, with an emphasis on Marketing, for Ligmincha Institute

About the Job

Ligmincha Institute is a 501(c)3 nonprofit organization in Shipman, Virginia, whose mission is to preserve the religious and cultural traditions of Tibet. Serenity Ridge, our full-service retreat center situated in the foothills of the Blue Ridge Mountains about 30 minutes south of Charlottesville, Virginia, sponsors retreats and other events year round.

The Director of Outreach will work under the supervision of the Executive Director to achieve the goal of maximizing attendance at our retreats and other events at Ligmincha Institute's Serenity Ridge Retreat Center while expanding the number of events offered, including events related to renting the retreat center to like-minded groups. This is a full-time, on-site position in Shipman, Virginia.

Responsibilities

- ❖ Implement a 5-year marketing plan for Ligmincha Institute/Serenity Ridge in line with the vision of the Board of Directors
- ❖ Oversee and coordinate a consistent message through all print- and Web-based advertising to enhance brand awareness and bring visitors to Ligmincha's Websites and the retreat center.
- ❖ Work with the communications director and art director on ad campaigns
- ❖ Evaluate effectiveness of ad campaigns
- ❖ Interact with print and Web vendors to meet deadlines
- ❖ Write and/or copy edit press releases and ads within deadlines
- ❖ With help from the volunteer coordinator, solicit, train and oversee a staff of volunteers
- ❖ Actively seek renters for our retreat center, answering rental inquiries and providing tours to potential renters
- ❖ Develop and maintain a database of interested inquirers, retreat attendees, donors/donations, information inquiries, and retreat center renters/rental prospects for focused email campaigns
- ❖ Other responsibilities as needed

Position Requirements

- ❖ Proficient in Microsoft Access, Excel and Word
- ❖ Experience in marketing
- ❖ Able to communicate effectively both orally and in writing
- ❖ High degree of organizational skills and attention to detail
- ❖ Able to handle multiple responsibilities and to work collaboratively as well as independently.
- ❖ Experience working with groups on projects
- ❖ Able to work within deadline and budget
- ❖ Open to working in a small and dynamic office setting
- ❖ Open to learning and understanding the meditation practices taught at Ligmincha Institute.

Option for on-site accommodations in the Garuda House with salary adjusted accordingly

If you would like to apply for this position, email your resume to Sue Davis-Dill at SueDavisDill@ligmincha.org.

To learn more about our organization visit: www.ligmincha.org